



Tourism & Events Department
7506 E. Indian School Road
Scottsdale, AZ 85251
480.312.7177

To: Linda Dillenbeck, Chairperson
Tourism Development Commission

From: Steve Geiogamah, Tourism Development Manager

Date: June 19, 2018

Subject: Dia de Los Muertos New Development Event Funding

The Dia de Los Muertos (DDL M) new event funding worksheet is attached for commission consideration. City staff has evaluated the worksheet and support documents to identify potential benefits to the City and the local tourism industry.

LORE Southwest Media & Arts is requesting \$65,000 in support of a one-year event funding agreement. Allocation of potential funds in support of the agreement can be allocated from tourism development funds established for events and event development.

Analysis & Assessment

DDL M will take place in various Old Town Scottsdale locations primarily at the Old Adobe Mission on November 2-4, 2018, and according to the event producer is anticipated to attract 10,000 attendees.

DDL M anticipates allocating \$65,000 thousand in direct advertising expenditures toward the event mostly directed toward local media placement. Marketing plan specifics on how DDL M will engage non-local marketing needs to be considered.

To enhance the city's event sponsorship evaluation process, the city has retained a qualified special event and marketing consultant, Bruce Skinner & Associates, to measure, analyze, and report the economic and media impact as well as overall value and benefits associated with a proposed event sponsorship. Attached is the Skinner report.

Funding Availability & Potential Options

There are currently event support funds available in the tourism develop budget for new event development. Pending TDC discussion, the following are options for consideration:

- 1) Recommend new event development funding for all or part of the requested amount of \$65,000.
- 2) Take no action or additional event evaluation.
- 3) Alternatively, if there are additional questions or information needed for further consideration, staff will proceed accordingly.

City of Scottsdale New Event Development Guidelines

Major events motivate significant visitation to Scottsdale and contribute to the City's overall brand and image. The New Event Development Funding Program supports events that increase national, international and regional visibility for Scottsdale as a desirable tourist destination through extensive media coverage and generate incremental room nights for Scottsdale hotels and resorts.

Funding amount must be between \$30,000 and \$75,000.

Qualifications: All qualifications must be met in order to be eligible for funding.

- Supports at least one tourism driver: art and culture, culinary, golf, sports and recreation or western.
- Attendance must exceed 2,000.
- Non-discriminatory in nature and provides reasonable accommodations for those with special needs.
- The event or portion of the event must be held primarily within the corporate limits of the City of Scottsdale. Exceptions will be made for mega events that: 1) Provide a state or large regional benefit, and 2) Receive direct dollar support from multiple cities. Among the factors used in determining whether an Event is held primarily within the City of Scottsdale are: the extent to which the majority of attendance, participation and event activation occur in the corporate limits of Scottsdale.
- Enhances Scottsdale's status and aligns with Scottsdale's brand image.
- Funding worksheet is received a minimum of 90 days in advance
- Has obtained all necessary city and governmental permits.

Ineligibility: The following types of events are not eligible for funding:

- Trade shows
- Neighborhood block parties
- Corporate Meetings
- Events that are mainly fundraisers
- Events that happen in a normal course of business
- Events (or events attached to other events) that receive funding support from other bed tax programs

Questions, Worksheet and Approval Process

- Worksheet:
 - Read qualifying worksheet in its entirety. Only complete if event meets qualifications.
 - Incomplete submissions will not be accepted.
 - Submit worksheet via email to City of Scottsdale Tourism & Events Department
- Approval:
 - Worksheet will be reviewed by City of Scottsdale staff for eligibility and accuracy.
 - Final recommendations are approved by the Tourism Development Commission after a brief proposal presentation of the event.
- Questions and Worksheets should be submitted to:
City of Scottsdale Tourism & Events Department
Attention: Holli Shannon HShannon@Scottsdaleaz.gov
480-312-7177

Funds Disbursed:

The approved funding will be provided post-event, once all contract requirements have been fulfilled.

Approved Use of Funds

- Funding can be used for pre-event marketing and promotion. If the event marketing and promotion value ensures the city receives fair substantial equal value, 10% of funds can be allocated toward event production costs.
- A minimum of 50% of the funds awarded must be a cash expenditure on marketing. The remaining 50% of funds awarded can be counted as earned, promotional value. For example, if an event is awarded \$40,000, at least \$20,000 must be a cash expenditure on paid marketing. The remaining \$20,000 can be counted towards earned media that requires no cash expenditure.
- The funds provided cannot be more than 30% of your entire event budget.
- The funds cannot be used for public relations agency fees or talent appearing at the event.

Responsibility of Event Producer:

- Comply with all City of Scottsdale permit, insurance and approval requirements and processes for special events
- Review, sign and adhere to all requirements as outlined in the Event Agreement.

Final Notes: The City of Scottsdale and the Scottsdale tourism industry are eager to support quality events that contribute to our strong tourism image, have growth potential and provide measurable return to the City of Scottsdale and the industry:

- This communication is an invitation to submit a qualifying worksheet and should not be interpreted as approval of City funding for the event.
- Actual funding amount and specific uses must be specifically authorized by the City.
- Worksheet is not a legally binding agreement.

NEW EVENT DEVELOPMENT WORKSHEET

APPLICANT INFORMATION

Worksheet Date:

Organization Name:

Legal Description (LLC, etc.)

Business Address:

City:

State:

Zip Code:

Event Contact:

Phone:

Cell Phone:

Email:

EVENT INFORMATION

Event Name:

Event Website:

Event Date(s):

Event Time(s):

Event Location:

City:

State:

Zip Code:

Admission Cost:

Projected Attendance:

Years in Scottsdale:

Expense Budget (includes marketing):

Estimated Revenue:

Marketing Budget:

Requested Funding Amount:

Detailed description of event:

NEW EVENT DEVELOPMENT WORKSHEET

Provide a detailed, itemized list of sponsorship benefits the City of Scottsdale will receive as part of the sponsorship package. Please include advertising channels, advertising cost, impression values, and distribution methods:

Submit your current marketing plan as it is without City Funding. Please include location, timing, impressions, cost, etc. *Attach if more space is needed.

If approved for funding, please explain how event funding will enhance your event's marketing and PR efforts:

NEW EVENT DEVELOPMENT WORKSHEET

Describe how you will provide qualitative and quantitative information regarding event attendance levels:

Provide estimated economic impact results of the event and the projected impact on Scottsdale:

Describe how the event will stimulate the fundamental decision to travel and visit Scottsdale, generate room nights as well as enhance the length of stay:

NEW EVENT DEVELOPMENT WORKSHEET

NEXT STEPS

This proposal process has been developed to provide necessary information for the City of Scottsdale, Tourism Development Commission to evaluate funding proposal requests and to determine appropriate funding for qualified events. The sponsorship review process can take up to 60 days to complete.

1. Staff reviews event qualification worksheet to determine event's eligibility
2. If event qualifies for funding, producer will present at the Tourism Development Commission (TDC) meeting. TDC has the potential to require more information or vote on funding amount they are recommending.
3. Event presentation to the TDC is required. The presentation should take no more than 5 minutes and outline the information provided in this worksheet.
4. TDC submits funding recommendation to City Council for approval (Following TDC recommendation, allow four weeks for council presentation).
5. Formal action by City Council

SUBMISSION INFO

I authorize the verification of the information provided on this form.

Signature of applicant:

Date:

Name

*If more room is needed, attachments are permissible.



LORE Southwest Media & Art

MISSION

SCOTTSDALE

DIA DE LOS MUERTOS AT THE OLD ADOBE

Friday November 2nd - Sunday November 4th, 2018



2018 AZ Partners & Official Sponsors



1. City of Scottsdale
2. Old Adobe Mission
3. Our Lady of Perpetual Help Catholic Church
4. City of Scottsdale Human Relations Commission
5. City of Scottsdale Police Department
6. City of Scottsdale Inclusion & Diversity Department
7. Vista Del Camino Scottsdale Community Center
8. Scottsdale Boys and Girls Club
9. Scottsdale Arts* (*In Official Development*)
10. Scottsdale Museum of The American West
11. Scottsdale Arizona Farmers Market (*In Official Development*)
12. Paradise Valley Omni Resorts Montelucia
13. Arizona State University
14. Arizona Diamondbacks MLB Team (*In Official Development*)

Expansion. And, the Future...



Scottsdale Arts, Civic Center Plaza, Farmers Market, & The Museum of the West

SOCIAL MEDIA & MARKETING REACH



Twitter Partners - Daily Users

@lacountyfair +8k
@fairplex +6k
@lorepromedia +3k
@oldtownmarket +2K
@grandpark_la +16.4k
@musiccenterla +13.5k
@ASU +15k
@AZdbacks +8,371,738



Instagram Partners

Fairplex +5k
LA County Fair +24.2k
Grand Park LA +49.8k
LORE & Grandeza +4k
ASU +71K
AZ Diamondbacks +279K



Facebook Partners - Current Follows

LA Grand Park +30k
Fairplex +53k
LA County Fair +163k users
LORE/ Scottsdale & Grandeza +5.3k
Old Town Farmers Market +2K
ASU +271K
AZ Diamondbacks +235.5K & +6.5M likes

Website Impressions & Email Lists

- SDDLm-per cycle +41k
- During events +72k social media shares & +80k website impressions
- Average share of LORE art and signs for social media during LA County fair +250k impressions
- LORE email list +25K
- Fairplex emailing list +500k
- ASU +280K
- Plancha Restaurants +50K
- AZ Diamondbacks +40,387,273

Audience Live Traffic Impressions

- Walk by impressions, LA County Fair +1.3 million
- Walk by impressions Grand Park LA +126k
- Scottsdale Event + 7500-10k
- ASU Campus Events +15K
- Diamondbacks +40K
- Plancha Restaurants - Los Angeles +90K
- Venice Art Crawl - Los Angeles +80K



- Fairplex Pomona
- LA County Fair
- Grand Park LA
- LA Music Center
- Grandeza Mexicana
- City of Los Angeles
- Our Lady of Perpetual Help Catholic Church
- ASU
- Scottsdale Old Town Farmers Market & AZ Farmer's Markets
- AZ Diamondbacks



2018 Scottsdale Dia de Los Muertos Review of Event & Tourism Impact

Situational Analysis

LORE Southwest Media & Arts is partnering with the Old Adobe Mission and the City of Scottsdale to invite communities from Mexico, Arizona and California to celebrate The Day of the Dead (Dia de Los Muertos) in a three-day event filled with food, art and the tradition for remembrance of family members who have passed away.

Community, performance, and interactive art will once again come to life, as the city celebrates this ancient MesoAmerican ritual that both remembers the dead and mocks death itself.

Dia de Los Muertos is a Mexican holiday observed throughout the country and in other parts of the world. The celebration centers with remembering friends and family members who have passed. Many believe that the gates of heaven are opened at midnight on October 31, and the spirits of all deceased children can reunite with their families for 24 hours. On November 2, the spirits of adults come down to enjoy the festivities that are prepared for them.

The origins of Dia de Los Muertos can be traced back 2500 – 3000 years to the Aztec Festival dedicated to the goddess Mictecachihuatl.

The Scottsdale event, started last year, features impressive Tournament Roses sized 3-D sculptures, interactive art, and elaborate traditional altar displays with accompanying performances at multiple locations, including the Adobe Mission, Civic Center Plaza, Farmers Market and the Museum of the West. Attendees will have the chance to discover and enjoy traditional foods, Folklorico dancers, educational lectures and vibrant musical acts.

The event will be produced by LORE Productions and Media, an 18-year old cultural event production company, which has created shows at the L.A. City Music Center and Grand Park, the Ford Amphitheater at the Hollywood Bowl, the Los Angeles Zoo & Botanical Gardens, the Gene Autry Museum of the American West, Fairplex Pomona, and the L.A. County Fair.

The event supports the “art and culture” category. Organizers say that last year’s Scottsdale spectacle drew 7,500 to 10,000 people over four days, exceeding expectations. However, it is unclear how many of the attendees were from outside the area.

Planners are hopeful that Scottsdale will be a sponsor, requesting \$65,000 from the New Event Development Funding Program. If the City chooses to become a partner, organizers say they will provide significant benefits to the City.

Pertinent Questions

1. Will the event motivate significant visitation to Scottsdale and contribute to the City's overall brand and image, as stated in New Development guidelines?
2. What is the projected economic impact and how many room nights will be generated?
3. Will enough marketing dollars be spent to promote the event outside of the State?
4. How will Scottsdale be promoted and branded in marketing and publicity?

General Assumptions

- The occurrence of the Scottsdale brand in the event's title will mean inclusion in advertising, and in particular out-of-state promotions that will hopefully generate heads in beds. As a title sponsor (Scottsdale Dia de Los Muertos), the City's name will be up front in all mentions and therefore the name won't be dropped by media.
- Because the event is being held in Scottsdale, the City's hotels, restaurants and other shopping experiences should benefit.
- Organizers say they will be able to provide qualitative and quantitative information regarding event attendance levels through ticket reports, which will be tracked online. It is not stated if the data collected will inform the City on how many people travelled from out of town to the event as their main reason for travel, and how many of them booked hotels in Scottsdale.

Economic and Media Impact

Because of the uniqueness of this event, it has the potential to generate a significant amount of general news coverage, which will increase exposure for the City. Organizers say they will reach out to local news media and national news wires, but fail to give many specifics regarding a national public relations strategy.

Their current plan (without city funding), does contain efforts to reach out to regional and national audiences; thus meeting guideline requirements.

- Live and social media presence for four weeks with the Los Angeles County Fair (\$10,000 and 1.3 million impressions)
- Los Angeles Grand Park/Music Center signage, and City of Los Angeles social media (\$5,000 and 250,000 impressions).
- National "news wires"
- Regional tourism magazine ad (like AAA)
- A social media strategy that features sharing with collaborative partners
- Email blasts with collaborative marketing partners

Organizers also plan to make a heavy investment with Arizona State University and the Arizona Diamondbacks to promote Dia de Los Muertos. That includes presenting “large scale” art and cross promoting with Diamondback television (both English and Spanish).

If approved for the additional \$65,000 in funding, organizers say they will:

- Expand their involvement with the Diamondbacks.
- Distribute tourism videos to regional and in-state partner markets.
- Secure a national entertainment act.
- Produce street banners to be erected in the City.
- Reach out to Arizona media and newspapers and I-Heart Radio.
- Secure Cart and Lyft ride advertising.

Summary

This is a very unique event that organizers hope becomes the leading Dia de Los Muertos event in the U.S. It has very impressive displays, similar to those seen on Pasadena Tournament of Roses Floats. LORE has also created significant structures at several of their other events.

Over the next five years, planners envision the festival growing into a week-long festival with international ticketed performances, which will encourage multi-night hotel stays in the City. They also say that they will continue to develop vacation stay packages with local hoteliers and resorts, working with the Scottsdale Convention and Visitors Bureau. They want to boost tourism by “hundreds of thousands” during the fall-to-winter transition visitor period.

However, this proposal fails to contain specifics on how they’re going to get there. Much of the requested additional funding (see above) will go towards promoting attendance locally, and not regionally or nationally. Even though they say they want to engage in “international and multi-state tourist package marketing,” there is little evidence of specific plans to do that.

If the City is going to grant funding, it might consider requesting that a majority of funds be spent on regional, national and international promotions. That is probably the only way that organizers will begin to fulfill the City’s requirements for New Event Development applicants. The guidelines clearly call for event planners to “increase national, international and regional visibility for Scottsdale as a desirable tourist destination through extensive media coverage, and to generate incremental room nights for Scottsdale hotels and resorts.”

The event has exciting components and has the potential to fulfill those goals, but organizers need to develop a more detailed plan to do so.

Respectfully submitted,

Bruce Skinner and Associates